

in
arthritis
and allied
disorders

Rapid Relief of Pain
usually within a few days

**Greater Freedom
and Ease of Movement**
functional improvement in a significant
percentage of cases

No Development of Tolerance
even when administered over
a prolonged period

BUTAZOLIDIN



(brand of phenylbutazone)

Its usefulness and efficacy substantiated by numerous published reports, BUTAZOLIDIN has received the Seal of Acceptance of the Council on Pharmacy and Chemistry of the American Medical Association for use in:

- Gouty Arthritis
- Psoriatic Arthritis
- Painful Shoulder (including peritendinitis, capsulitis, bursitis and acute arthritis)
- Rheumatoid Arthritis
- Rheumatoid Spondylitis

Since BUTAZOLIDIN is a potent agent, patients for therapy should be selected with care; dosage should be judiciously controlled; and the patient should be regularly observed so that treatment may be discontinued at the first sign of toxic reaction.

Descriptive literature available on request.

BUTAZOLIDIN® (brand of phenylbutazone), coated tablets of 100 mg.



GEIGY PHARMACEUTICALS

Division of Geigy Chemical Corporation
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PROGYNON-B

*Convert the "difficult case of menopause"
to an easy one...quickly*

PROGYNON-B

The menopausal patient with severe estrogen deficiency symptoms—the so-called "difficult case"—requires large doses of the natural hormone, estradiol, for amelioration of symptoms. PROGYNON-B® (Estradiol Benzoate U.S.P.) supplies the primary ovarian hormone in high potency for speedy relief. Injected intramuscularly, it initiates dramatic improvement rapidly and converts the difficult case to an easy one. Concentrations as high as 3.33 mg. per cubic centimeter (200,000 I.U.) are available for treatment of these so-called "difficult cases."

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BLOOMFIELD, NEW JERSEY

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ILIDAR[®]

new quadrergic vasodilating agent

for vasospastic disorders characterized by aching,
numbness, coldness and blanching of the extremities

ILIDAR is a completely new synthetic vasodilator with quadrergic action; its vasodilating effect is the result of four distinct pharmacologic actions: (1) Sympatholytic—Ildar blocks the vasoconstrictor response to peripheral sympathetic nerve stimulation; (2) Adrenolytic—it blocks the vasoconstrictor effects of epinephrine and norepinephrine; (3) Epinephrine Reversal—Ildar unmasks the latent dilator response to circulating epinephrine in skeletal muscle and skin, converting the constrictor response to vasodilation; (4) Direct Vasodilation.

INDICATED in vascular diseases in which vasospasm is an important component, e.g., Raynaud's Disease, thromboangiitis obliterans, arteriosclerosis obliterans, endarteritis, post-phlebitic syndrome, etc.

DOSAGE, ORAL, 25 mg t.i.d., gradually increased to tolerance (average, 200 mg daily).

CAUTION is recommended in using Ildar in the presence of asthma, coronary disease and peptic ulcer. Postural hypotension may result from overdosage.

ILIDAR (phosphate) Tablets, 25 mg. Bottles of 100 and 500.

ILIDAR[®]—brand of azapetine (6-allyl-6,7-dihydro-5H-dibenz [c,e] azepine)

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TRIPLE-BARBITURATE CAPSULES

Supplied: Bottles of 100 and 1000 capsules

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[®]
Philadelphia 2, Pa.

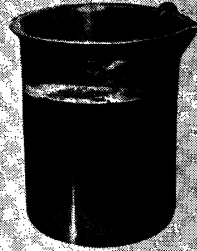


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**the Ideal Antacid for the Treatment
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Fast Action

Trevidal tablets provide fast relief for they disintegrate completely in less than a minute.



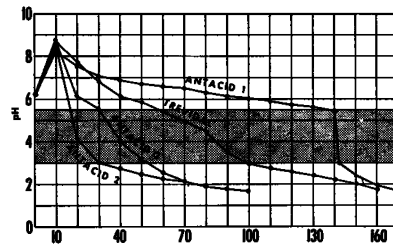
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Regonol, a unique vegetable gum, assures a mucilaginous protective coating to irritated stomach surfaces.



Prolonged Effect

Egraine, a special binder from oat flour, plus a balanced formula of antacids assures prolonged antacid activity.



BALANCED FORMULA

aluminum hydroxide gel, dried	90 mg.
calcium carbonate	105 mg.
magnesium trisilicate	150 mg.
magnesium carbonate	60 mg.
Egraine*	45 mg.
Regonol†	100 mg.

In each tablet, this balance of slow- and fast-acting antacids designed to avoid constipation, diarrhea, and alkalosis.

Prescribe Trevidal in boxes of 100 tablets, specially stripped for easier carrying.

*Trade Mark †Cyamopsis tetragonoloba gum



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TRADEMARK, REG. U. S. PAT. OFF.

...and hematonic:

Cebētinic Tablets

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Ascorbic Acid.....	150.0 mg.
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Riboflavin	5.0 mg.
Pyridoxine Hydrochloride	1.0 mg.
Calcium Pantothenate.....	10.0 mg.
Nicotinamide	50.0 mg.
Folic Acid.....	0.75 mg.
Vitamin B ₁₂ Activity.....	2.0 mcg.

Bottles of 100 and 500 tablets

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Riboflavin	2.0 mg.
Pyridoxine Hydrochloride	0.5 mg.
Nicotinamide	10.0 mg.
Ferrous Gluconate.....	5.0 grs.
Folic Acid.....	0.67 mg.
Vitamin B ₁₂ Activity.....	5.0 mcg.

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*relieve pain, headache, fever
promptly and safely*

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(N-acetyl-p-aminophenol, Ames, 0.3 Gm.)

direct-acting analgesic-antipyretic...

no toxic by-products...

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(Buffered N-acetyl-p-aminophenol, Ames, 0.3 Gm.)

effervescent analgesic-antipyretic...

speeds relief...assures fluid intake

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sedative-analgesic-antipyretic...

calms patients and relieves pain



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WHEN SYMPTOMS ARE DISTRESSING BUT DISGUISED . . .

"It is strange," Malleson says, "how little clinical recognition" has been given to the "negative behavior" or "endogenous misery" of the woman with endocrine imbalance. Largely accountable for this, of course, is the patient's own reluctance to discuss these symptoms with her physician until she actually suffers from some of the more obvious menopausal symptoms such as hot flushes. Even then she may become so accustomed to her change in feeling she can't remember what it's like to feel well.¹

Changes in the mood pattern are just a few of the many distressing symptoms of declining ovarian function which are so often disguised because they do not always coincide with cessation of menstruation, and at times will occur long before, and even years after. Other good examples are insomnia, headache, easy fatigability, arthralgia — and understandably so, when one considers that the loss of ovarian hormone "withdraws one of the most important metabolic regulators of the organism."²

"Premarin" is a preparation of choice for the replacement of body estrogen. "Premarin" presents a *complete* equine estrogen-complex and all the components of this complex are meticulously preserved in their natural form. This largely explains why "Premarin" not only produces prompt symptomatic relief but also imparts an important "plus" — the distinctive "*sense of well-being*" that patients find so highly gratifying. These benefits of "Premarin" have made it a natural estrogen widely prescribed by physicians . . . and often preferred by patients.

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Estrogenic Substances (water-soluble), also known as conjugated estrogens (equine), available in both tablet and liquid form

1. Malleson, J.: Lancet 2:158 (July 25) 1953. 2. Goldzieher, M. A., and Goldzieher, J. W.: Endocrine Treatment in General Practice, New York, Springer Publishing Company, Inc. 1953, p. 23.

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IN BOTTLES OF 100 AND 500	

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Pro-Banthine®: For Anticholinergic Action in the Gastrointestinal Tract

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Pro-Banthine is an improved anticholinergic compound. Its unique pharmacologic properties are a decided advance in the control of the most common symptoms of smooth muscle spasm in all segments of the gastrointestinal tract.

By controlling excess motility of the gastrointestinal tract, Pro-Banthine has found wide use¹ in the treatment of peptic ulcer, functional diarrheas, regional enteritis and ulcerative colitis. It

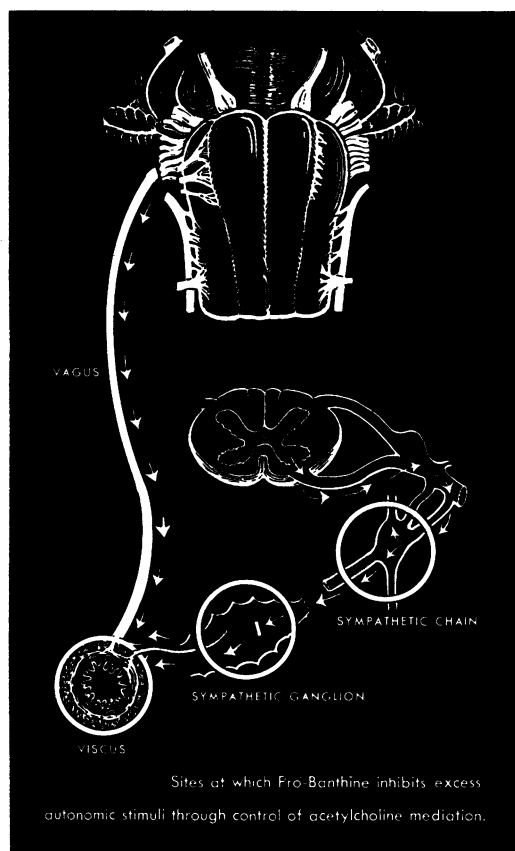
is also valuable in the treatment of pylorospasm and spasm of the sphincter of Oddi.

Roback and Beal² administered Pro-Banthine to a series of 156 patients during the period of a year. These authors report that the oral administration of 30 mg. of the drug "resulted in marked and prolonged inhibition of the motility of the stomach, jejunum, and colon. . . ."

Therapy with Pro-Banthine is remarkably free from reactions associated with parasympathetic inhibition. Dryness of the mouth and blurred vision are much less common with Pro-Banthine than with other potent anticholinergic agents and, if they occur, they usually are not sufficiently severe to warrant discontinuance of the drug. In Roback and Beal's² series of 156 patients, "Side effects were almost entirely absent in single doses of 30 or 40 mg. . . ."

Pro-Banthine (β -diisopropylaminoethyl xanthene-9-carboxylate methobromide, brand of propantheline bromide) is available in three dosage forms: sugar-coated tablets of 15 mg.; sugar-coated tablets of 15 mg. of Pro-Banthine with 15 mg. of phenobarbital, for use when anxiety and tension are complicating factors; ampuls of 30 mg., for more rapid effects and in instances when oral medication is impractical or impossible.

For the average patient one tablet of Pro-Banthine (15 mg.) with each meal and two tablets (30 mg.) at bedtime will be adequate. G. D. Searle & Co., Research in the Service of Medicine.

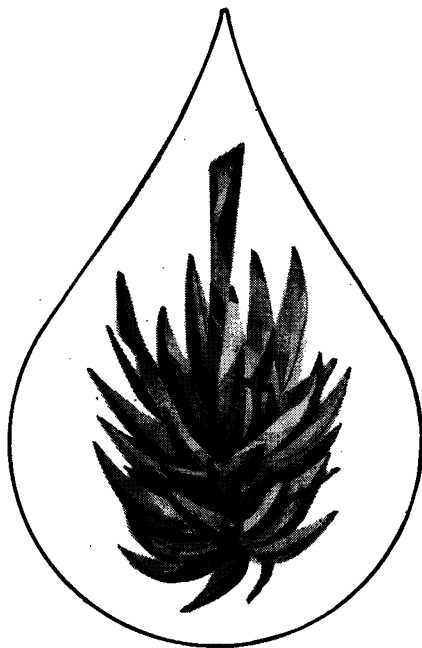
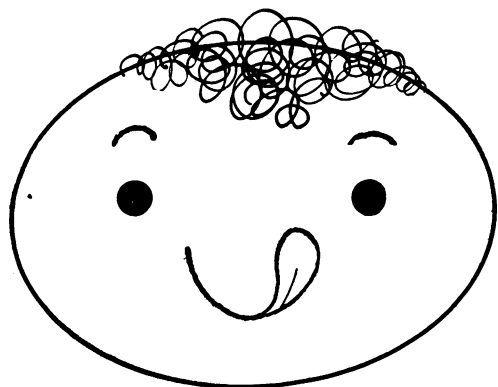


1. Schwartz, I. R.; Lehman, E.; Ostrove, R., and Seibel, J. M.: A Clinical Evaluation of a New Anticholinergic Drug, Pro-Banthine, *Gastroenterology* 25:416 (Nov.) 1953.

2. Roback, R. A., and Beal, J. M.: Effect of a New Quaternary Ammonium Compound on Gastric Secretion and Gastrointestinal Motility, *Gastroenterology* 25:24 (Sept.) 1953.

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"Clinically, tetracycline was tried on 25 infants and children (ages 6 weeks to 8 years) with a variety of microbial infections, including pneumonia, upper respiratory infections, conjunctivitis, gastroenteritis, diarrhea, and gangrenous appendicitis. Twenty-three of them were definitely improved with restoration of normal temperature in one to three days."*

SUPPLIED: Tetracyn Pediatric Drops (*banana flavored*) 1.0 Gm. in 10 cc. bottle, 100 mg. tetracycline (amphoteric) per cc., with special dropper calibrated at 25 mg. and 50 mg.

ALSO AVAILABLE: Tetracyn Tablets (*hydrochloride*) (*sugar coated*) 250 mg., 100 mg. and 50 mg.

Tetracyn Oral Suspension (*chocolate flavored*) Bottles of 1.5 Gm.

Tetracyn Intravenous (*hydrochloride*) Vials of 250 mg. and 500 mg.

Tetracyn Ointment (*hydrochloride*) (*topical*) 30 mg./gram, in ½ oz. and 1 oz. tubes

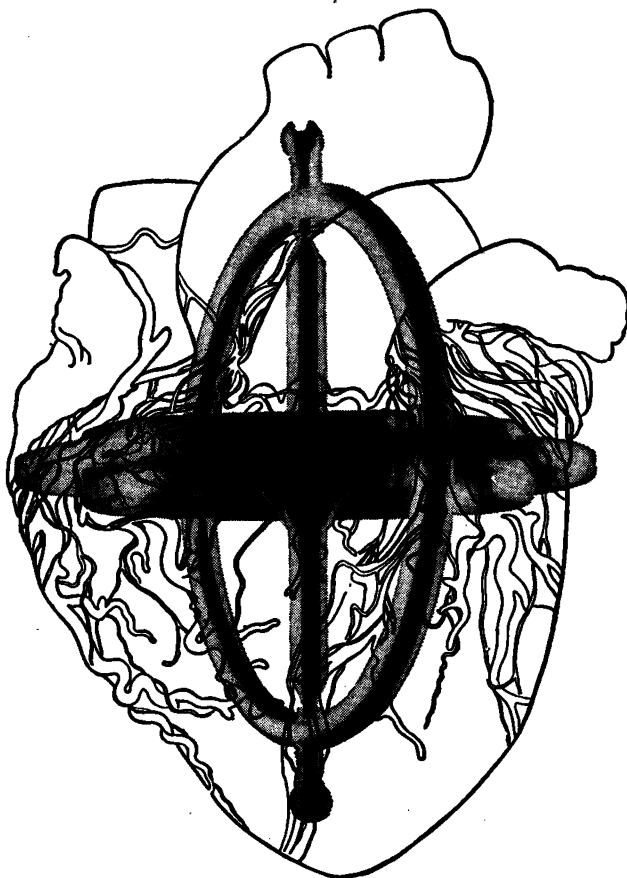
Tetracyn Ophthalmic Ointment (*hydrochloride*) 5 mg./gram, in ¼ oz. tubes

*Lawler, E. G. et al.: Clin. Med. 61:207 (March) 1954.

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COMBINING IN A SINGLE TABLET: The tranquilizing, bradycardic and mild antihypertensive effects of Serpasil, a pure crystalline alkaloid of Rauwolfia root. The more marked antihypertensive effect of Apresoline and its capacity to increase renal plasma flow.

Each white, scored, hexagonal tablet contains 0.2 mg. of Serpasil and 50 mg. of Apresoline hydrochloride.

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and THE NEW YORK CITY CANCER COMMITTEE

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JULY 8 THERAPY OF LEUKEMIA INCLUDING MYELOMA, HODGKIN'S DISEASE, LYMPHOBLASTOMA—Panel—Lloyd F. Craver (*Moderator*), *Attending Physician, Medical Service, Memorial Hospital, New York City*; Claude F. Forkner, Herbert Parsons, Bernard Roswit and Joseph H. Burchenal.

OFFICE DIAGNOSIS OF UTERINE CANCER—Clair E. Folsome, *Director and Professor, Department of Obstetrics and Gynecology, New York Medical College, Flower & Fifth Avenue Hospitals, New York City.*

JULY 15 THE ERA OF PAUL EHRLICH—Owsei Temkin, *Associate Professor, Institute of the History of Medicine, The Johns Hopkins University, Baltimore, Md.*

THE SIGNIFICANCE OF RECTAL BLEEDING—Edward M. Miller, *Instructor in Surgery, New York Medical College, Flower & Fifth Avenue Hospitals, New York City.*

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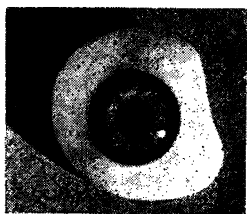
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ACHROMYCIN has demonstrated notable effectiveness in a wide variety of clinical applications and the following characteristics are outstanding:

ACHROMYCIN is effective against pneumococci, staphylococci, beta hemolytic streptococci, gonococci, meningococci, *E. coli* infections, acute bronchitis and bronchiolitis, pertussis, and the atypical pneumonias, as well as virus-like and mixed organisms.

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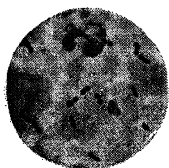
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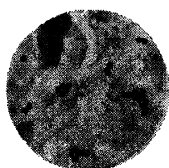
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TETRACYCLINE HCl LEDERLE

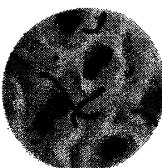
proved effective against



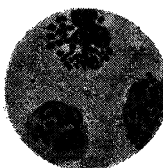
Pneumococci



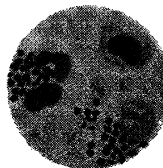
Staphylococci



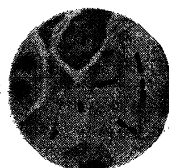
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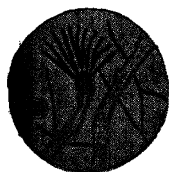
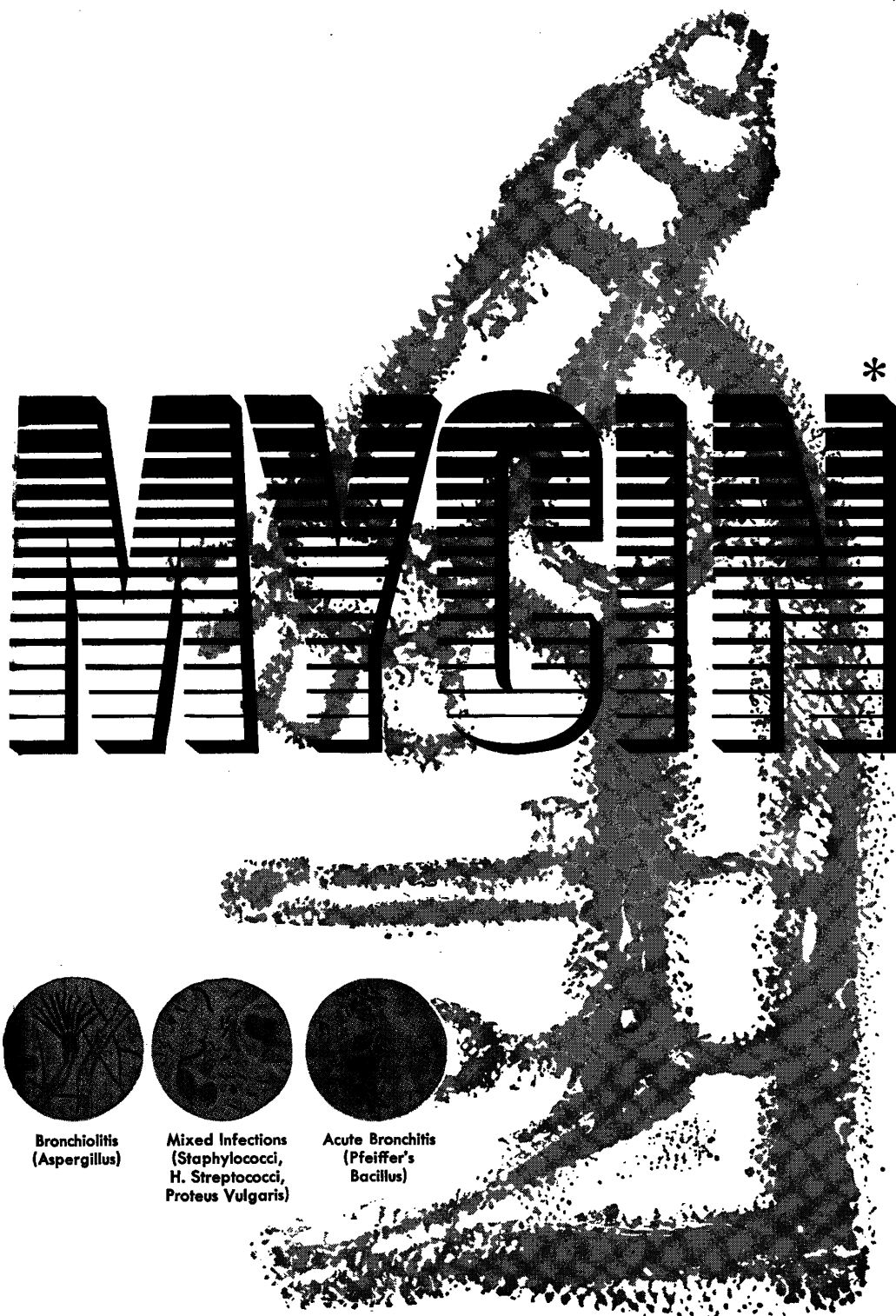
Other dosage forms are being developed as rapidly as research permits.

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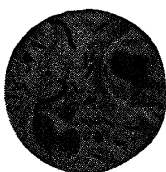
*REG. U. S. PAT. OFF.

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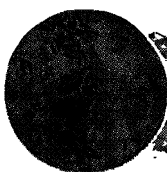




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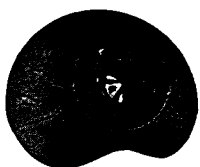
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of **NAUSEA and VOMITING**
due to

Synergistic Control
of **PARASYMPATHETIC**
HYPERACTIVITY *in*



APOLAMINE®

SYNERGISTIC ANTIEMETIC • ANTISPASMODIC SEDATIVE

EACH TABLET CONTAINS:

0.1 mg. atropine sulfate; 0.2 mg.
scopolamine hydrobromide; 15 mg.
Luminal® (brand of phenobarbital);
0.1 Gm. benzocaine; 4 mg. riboflavin;
2.5 mg. pyridoxine, and 25 mg. nicotinamide.

Winthrop-Stearns INC.

PREGNANCY
ANESTHESIA
RADIATION SICKNESS
MOTION SICKNESS

CARDIOSPASM
PYLOROSPASM
PEPTIC ULCER
SPASTIC COLITIS
IRRITABLE COLON
BILIARY DYSKINESIA
DYSMENORRHEA

ANTIEMETIC DOSAGE: From 1 to
3 tablets daily.

ANTISPASMODIC SEDATIVE DOSAGE:
1 or 2 tablets three or
four times daily.

Supplied in bottles of 100 tablets.

NEW YORK 18, N. Y. WINDSOR, ONT.



**wise addition to the menu
when diet is restricted...**

Menu

Lakeside **LIPOLIQUID • LIPOCAPS®**

when special diets are necessary, or food intake is limited for prolonged periods in:

**diabetes • alcoholism • geriatrics
obesity • cirrhosis**

LIPOTROPICS are needed to prevent liver damage by facilitating normal fat metabolism. LAKESIDE LIPOCAPS and LIPOLIQUID provide optimal amounts of the important lipotropic factors to protect liver function by aiding normal fat mobilization and transport.

LIPOLIQUID



Each tablespoonful (15 cc.) contains:
Choline* (equivalent to 9.15 Gm.
of choline dihydrogen citrate) 3.75 Gm.
Vitamin B₁₂ U.S.P. . . . 4.20 mcg.
Inositol 75.00 mg.

*As tricholine citrate.

Pint bottles.

Dosage: 1 to 2 tablespoonfuls
daily for adults.

LIPOLIQUID is sugar- and
alcohol-free.

LIPOCAPS

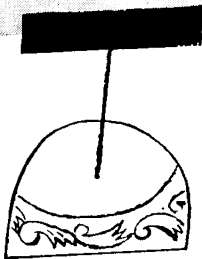


Each orange capsule contains:
Choline bitartrate 450 mg.
dl-Methionine 150 mg.
Inositol 100 mg.

Bottles of 100.

Dosage: 1 capsule three
times daily.

*L*akeside
laboratories INC.
MILWAUKEE 1, WISCONSIN



Out in front...

*in treatment
of
hypertension*



Raudixin

SQUIBB RAUWOLFIA

More physicians write prescriptions for Raudixin than for all other forms of rauwolfia combined. The reasons for this choice are sound:

- Raudixin contains the standardized *whole root* of Rauwolfia serpentina. There is no definite evidence that any alkaloid or fraction has all the beneficial actions of the whole crude root.
- Raudixin lowers blood pressure moderately, gradually, stably. It also slows the pulse and has a mild sedative effect.
- Raudixin is the *safe* hypotensive agent. It causes no dangerous reactions and almost no unpleasant ones.
- Raudixin is often effective alone in mild to moderate hypertension of the labile type. In more severe cases it is effectively combined with other hypotensive agents.

50 and 100 mg. tablets, bottles of 100

SQUIBB

RAUDIXIN[®] IS A TRADEMARK